

# Community Engagement Conference

Partnering to Advance Health and Wellness



## IGNITE

January 24 and 25, 2018

## Realizing Opportunities for Community Engagement in Ongoing Population-Based Research

- **Presenter: Brittney Keller-Hamilton**  
– program manager, College of Public Health



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# Realizing opportunities for community engagement in ongoing population- based research

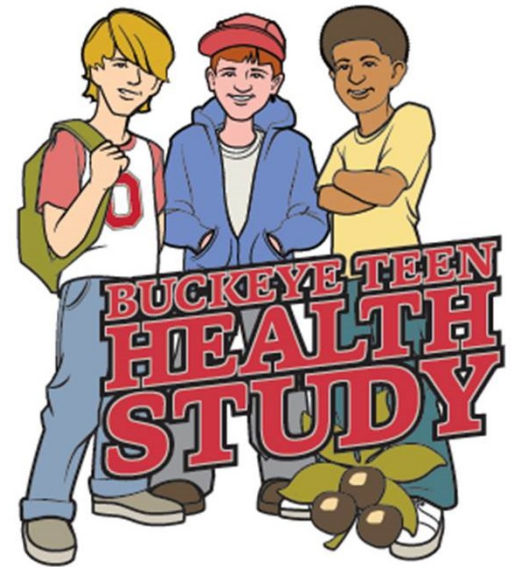
Brittney Keller-Hamilton, MPH

# Overview

- Description of research study
- Discussion of our problem
- Engagement of community groups
- Lessons learned

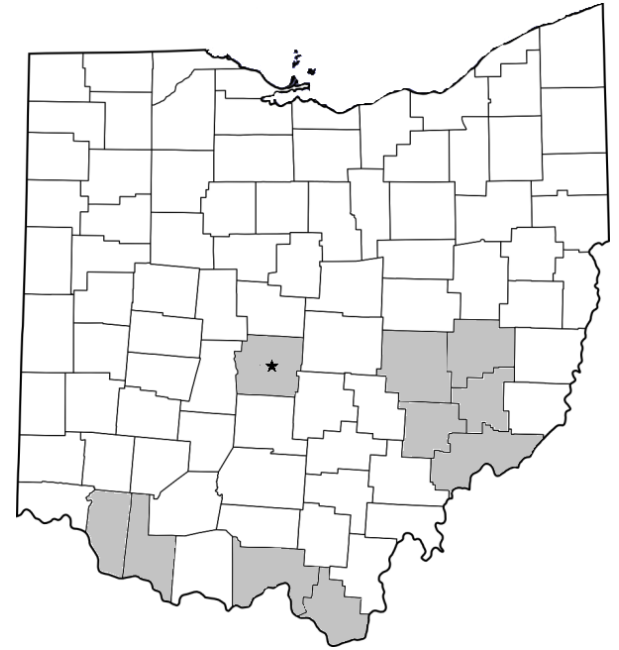
# The Study

- Adolescent cohort study
  - Boys and their families in Franklin County and Appalachia Ohio
- Measuring predictors of tobacco use
- 3-years of follow-up
- Funded by NCI and FDA



# The Study

- Recruitment through address-based sampling
- Letters, household enumeration surveys, and \$2 bills



# The Problem(s)

1. Not meeting recruitment goals
2. Not meeting diversity goals

# The Problem(s)

- Added convenience sampling methods:
  - Attending community events
  - Flyers
  - Respondent-driven sampling
  - Newspaper advertisements



## Engagement of community groups

- Didn't know where to start!
- Met with Columbus Public Health's Office of Minority Health
- Got on agenda for Health Advisory Committee (HAC) meetings



# Engagement of community groups

- Our ask:
  - How can we increase recruitment in specific Columbus neighborhoods (Near East Side, South Side, etc.)?
  - How should we talk to people about our study?
  - What data would be helpful to your group?

## Engagement of community groups

- Met recruitment goal in June 2016.
- Started working on reports for Minority Health Advisory Committee meetings and HAC meetings
- Groups were interested in tobacco use disparities by race and area

## Engagement of community groups

- Analysis for reports provided a training opportunity
- Study PI, post-doctoral researcher, program manager, and interviewer shared results with Minority Health Advisory Committee and HACs

## Engagement of community groups

- Solicited feedback from Minority Health Advisory Committee and HACs
  - One-year tobacco incidence data

## Engagement of community groups

- Solicited feedback from Minority Health Advisory Committee and HACs
  - One-year tobacco incidence data
  - Increased audits of tobacco retailers in HAC neighborhoods

## More about the retailer audits

- Conducted as part of study since summer of 2014
- In summer of 2017, undergraduate students purchased cheap cigarettes to see if their IDs were checked prior to Tobacco 21 implementation.

## More about the retailer audits

- Compared to the rest of Franklin County...
  - Did stores in HAC areas have more or less tobacco advertising?
  - Were students more or less likely to have IDs checked?

# Engagement of community groups

- Study team returned to HAC meetings in fall of 2017 to share results
- Will regularly attend HAC meetings and continue to provide reports



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Tobacco Science

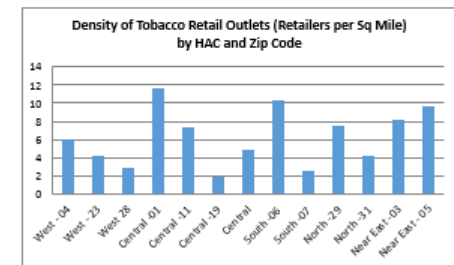
## Adolescent Tobacco Use Report

Amy Ferletich  
[Ferletich.1@osu.edu](mailto:Ferletich.1@osu.edu)  
614-292-7326

November 2017

### One-Year Incident Tobacco Use in Franklin County

	Any Tobacco	E-Cigarettes	Cigarettes	Cigars
Overall	6.9%	5.1%	3.9%	3.6%
<b>Race/Ethnicity</b>				
White (non-Hispanic)	7.7%	5.0%	3.6%	2.8%
Black or African American (non-Hispanic)	9.7%	8.2%	7.9%	9.1%
<b>Age</b>				
11-13 years at baseline	4.5%	2.9%	2.2%	2.8%
14-16 years at baseline	9.9%	7.5%	5.7%	4.5%





# Lessons Learned

## Community engagement...

1. Is possible in ongoing population-based, federally funded research.

# Lessons Learned

## Community engagement...

1. Is possible in ongoing population-based, federally funded research.
2. Provides opportunities for training.
  - Data analysis
  - Preparing reports
  - Giving presentations

# Lessons Learned

## Community engagement...

1. Is possible in ongoing population-based, federally funded research.
2. Provides opportunities for training.
3. Strengthens the quality of research.
  - More representative cohort
  - New research questions

## Lessons Learned

### Community engagement...

1. Is possible in ongoing population-based, federally funded research.
2. Provides opportunities for training.
3. Strengthens the quality of research.
4. Optimally occurs earlier in the research process.
  - Study messaging
  - Collecting data that community groups can use
  - Understanding what is feasible

Thank you!

- Follow up:
  - [Keller-Hamilton.1@osu.edu](mailto:Keller-Hamilton.1@osu.edu)